

MEMORANDUM

March 18, 2002

TO: Phillip / Lee Ann
FROM: John
RE: Media Plan re: Musgrove leadership

At Friday's senior staff meeting, the Governor outlined what he wants to happen in the media regarding the progress being made with the Legislature re: the 02/03 budget estimates, Medicaid, and the 2-year repealer for DHS.

Once the victories are sealed, we need to get the maximum coverage possible without saying "I told you so." We need to sell the Governor's leadership through every media outlet, but we don't need to be the only ones talking.

In the past, stories regarding the Governor and the Legislature have always been about their contentious relationship; others such as Mike Moore have also echoed this and Moore has specifically talked about his ability to get along. I believe we should build our media plan on the angle of the Legislature doing what the Governor wants, and not necessarily on them working together. We demonstrate again and again that the Governor has offered plans for resolving the budget and Medicaid, and now the Legislature is realizing he has been right.

After the deal is done on the issues, we need letters to the editor coming in to newspapers statewide. We need to make use of friendly publications such as the Delta Business Journal. We need to get some legislators applauding the Governor's leadership. We need to put his blueprint for leadership into action.

The Governor wants a specific plan asap.